

Hello!

You're probably here because you need help **convincing your parents** to get you a Mac for college.

Don't worry, **you're not alone.** Many parents haven't yet realized the value of Mac.

This presentation is designed to change that with an abundance of **parent-persuading arguments.**

Before you begin

Text in **red** requires customization.

To further optimize based on your major and audience, additional slides can be found in the **Appendix**.

Don't forget to **delete** the Presentation Tips and **hide** these introductory slides before you begin.

You'll see soulless legal lines on some slides. We can't legally advise you to delete them, but we can't stop you either.

Good Luck. But given the persuasive powers of this template... we doubt you'll need it.

Why I Need a Mac for College

A PRESENTATION BY
[NAME]

Presentation Tip

On this slide, we recommend using a heartfelt photo that pertains to your educational journey. If your parents are going to loosen up their purse strings, we'll first need to tug on their heartstrings.



Welcom

e!

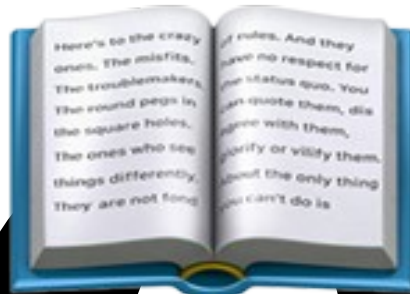
And thank you for being here today.
Even though it's your house.

It's been a long road...

Homework, late nights, exams, GPA stress, college tours, applications...

We've laughed, we've cried - especially when **[fun anecdote about your academic journey]** - and now, it's time to take the next step.

College



And while I'd love to bring you,
my beloved parents, to college
with me, I can't. **Bummer**, I
know.

So a **laptop** will have to suffice
as my sidekick as I walk the
long, rigorous road to **academic
success.**

But not just **any laptop...**

I need a **Mac.**



In this presentation, you'll find **thoroughly researched evidence** about the **superiority of Mac.**

- ✓ Built to be extremely reliable and durable
- ✓ Designed to last through college and beyond
- ✓ Seamlessly runs multiple programs at once
- ✓ Compatible with my major
- ✓ Will help enhance both my academic and professional growth

But ok,
I know
what you're
thinking.



MacBook Air 13"

from \$**\$999.00**



Sure, it might be a hearty
investment of initial
capital...

But a Mac is
worth it.



When you account for all the benefits of a Mac, buying a cheaper laptop could actually end up **costing you more** over time.

According to *PCMag*,
Mac is the **most
reliable laptop**.

Meaning a Mac
can last me
through college
and beyond.



Presentation Tip

Adjust based on how long you expect to use and look after your laptop. Example provided is for illustrative purposes only.

Hypothetically, if I have
my Mac for **[5]** years,
\$999
over **[5]** years is equal
to...



Presentation Tip

Update calculation based on number of years on slide 16.

\$16.65 / month

Presentation Tip

Replace with your parents' guilty pleasure or service they probably spend a little too much money on.

That's **less** than you
spend on **[candles]** every
month.

What's more valuable? My education, or your
beloved **[vanilla lavender sandalwood]**?

But hold the
phone, Mac's
actually an
even
better deal
for
students.

MacBook Air 13"
~~\$999.00~~
from **\$899.00**



Presentation Tip

Update calculation based on number of years on slide 16.

So actually, it's
only
\$14.98 / month! 🤯

I'm no Business
major, but that
seems like good ROI
to me.

Presentation Tip

If you do indeed intend to be a Business major, please adjust accordingly.

After I graduate, I'll likely be thriving in a **highly illustrious, respectable career.**

That means this is **the last time** I'll ever ask you for a laptop.

**95% of Mac
owners are
satisfied with
their purchase.**

For comparison, only **83%** of
people would be satisfied
having pepperoni pizza for
dinner.

And pepperoni pizza is
incredible.



Speaking of pepperoni, Mac has a **durable aluminum enclosure**, which is great, because you never know what life will throw at you.



And college is full of stray frisbees on the quad.

As you know, I'm
incredibly responsible
and would **never lose**
it.

But in the unlikely event
I did, I could easily track
it down using **Find My.**



And with **built-in biometric security**, only I can access my account on my Mac.

Considering I don't know my roommate yet, that might be of importance.

And like I always say,
you can't put a price
on a **healthy spine.**



According to *The National Library of Health*, one of the main factors affecting **spine health** in teens is **schoolbag weight**.

Fortunately,
the MacBook Air
weighs only
2.7 pounds.

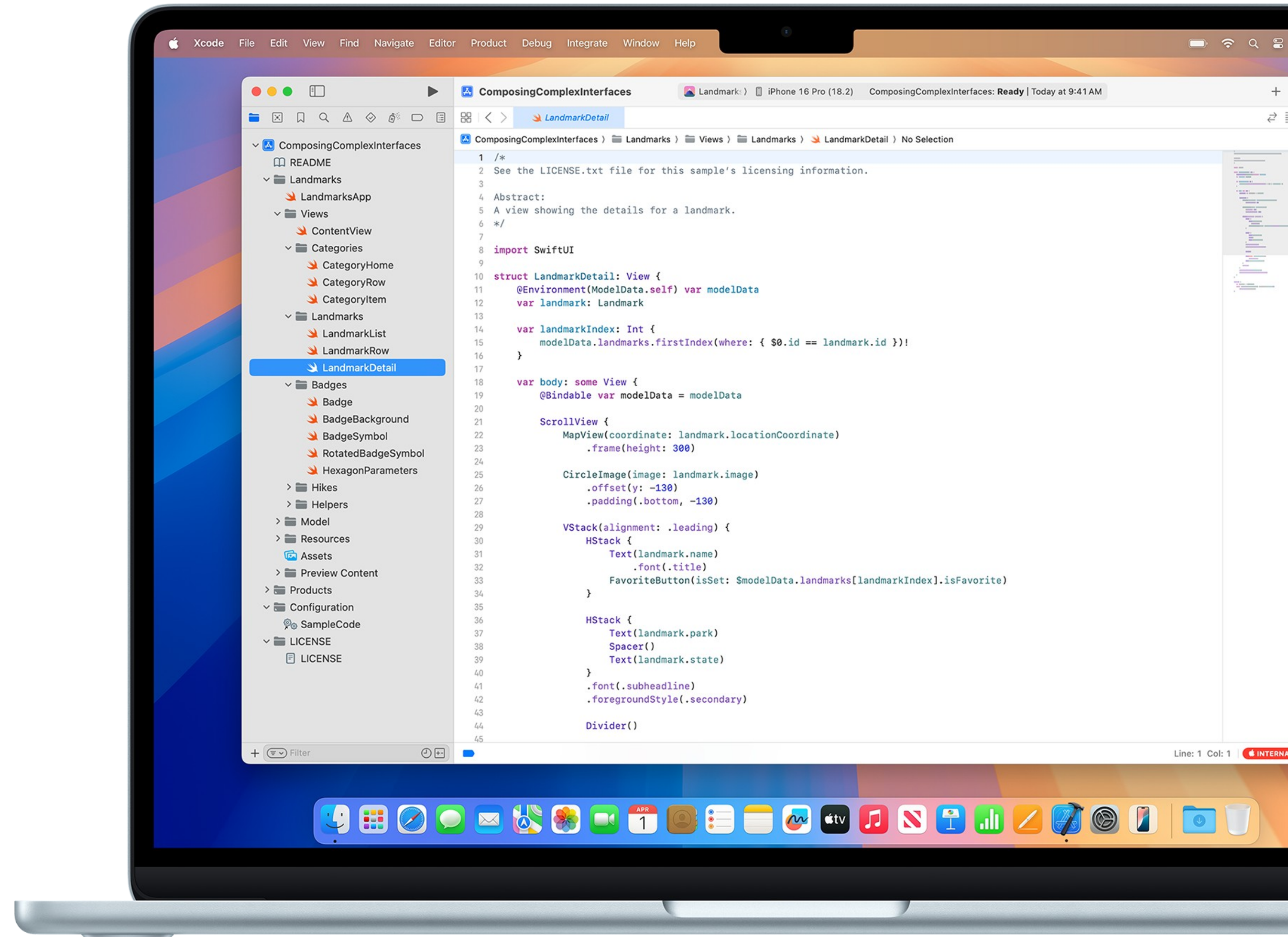
So it's
lightweight
and easy to
carry
across campus.



Presentation Tip

Drag and drop your intended major from the Appendix section. Don't worry, if you're "Undecided," there's a slide for that too.

As you know, I plan to study **Computer Science**. And Mac is perfect for code, Xcode, and **PyCharm** are just a few programs I'll spend countless hours on, and they all run **seamlessly** on a Mac.

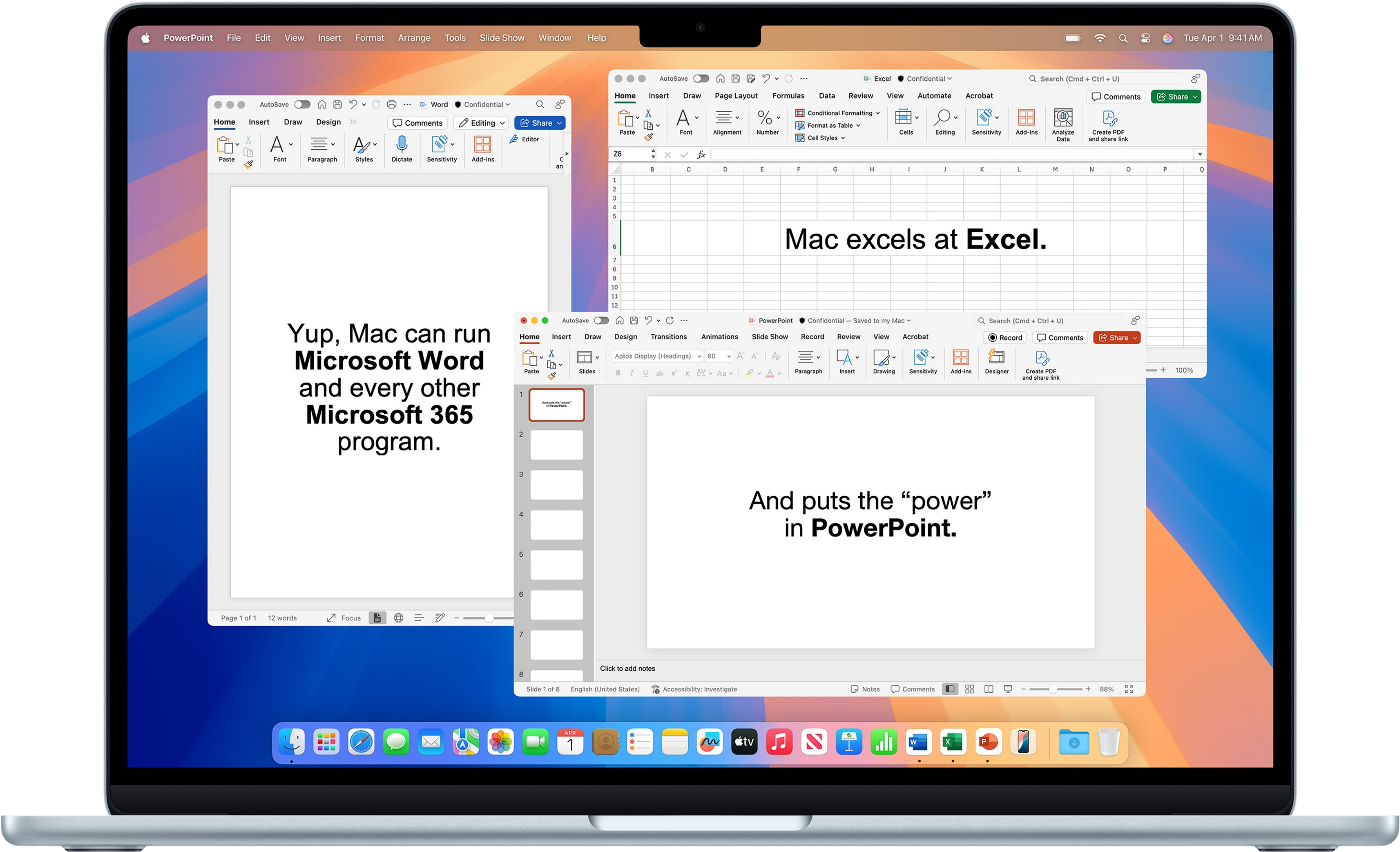




But even if I change my mind,
I won't have to change my
computer.

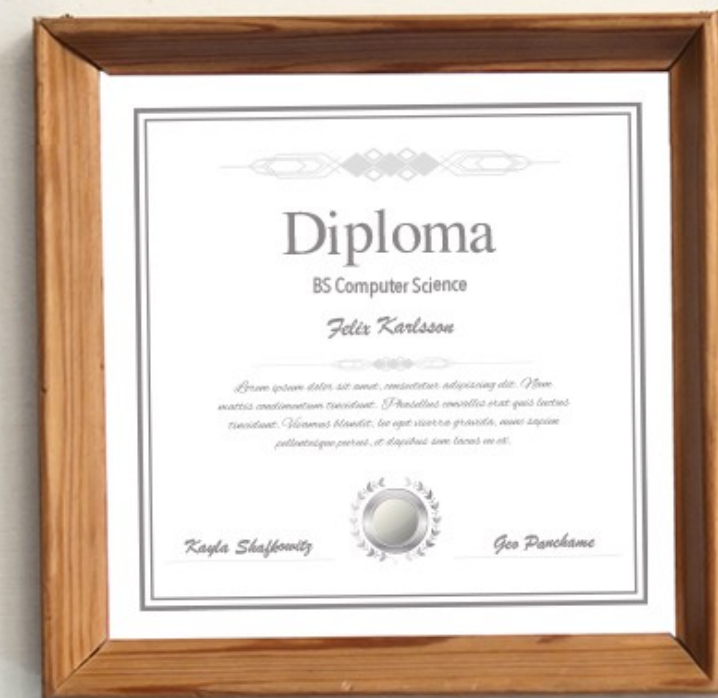
Because Mac is **compatible** with basically
every major and **program** I'll ever need.





It's so powerful I
can run
multiple
programs and
do work for
multiple classes
at once.

or I could even pursue multiple
majors, then be one of those
people who tastefully displays
their diplomas and accolades
behind their desk.



Mac outpowers PC

More schoolwork, without breaking a sweat.

Up to **2X**
faster performance¹

Up to **2X**
more done on a single charge²

Up to **6X**
faster AI-based workflows³



¹Across many tasks in photo and video editing workflows
²Code compiling on battery
³In some AI-powered tasks like photo enhancement
Testing was conducted by Apple in January 2025. See apple.com/macbook-air for more information. Battery life varies by use and configuration. See apple.com/batteries for more information.



Mac's battery lasts all day.



Meaning that I can go to class in the morning, spend all day studying, and **never have to plug my computer in once** during that time.

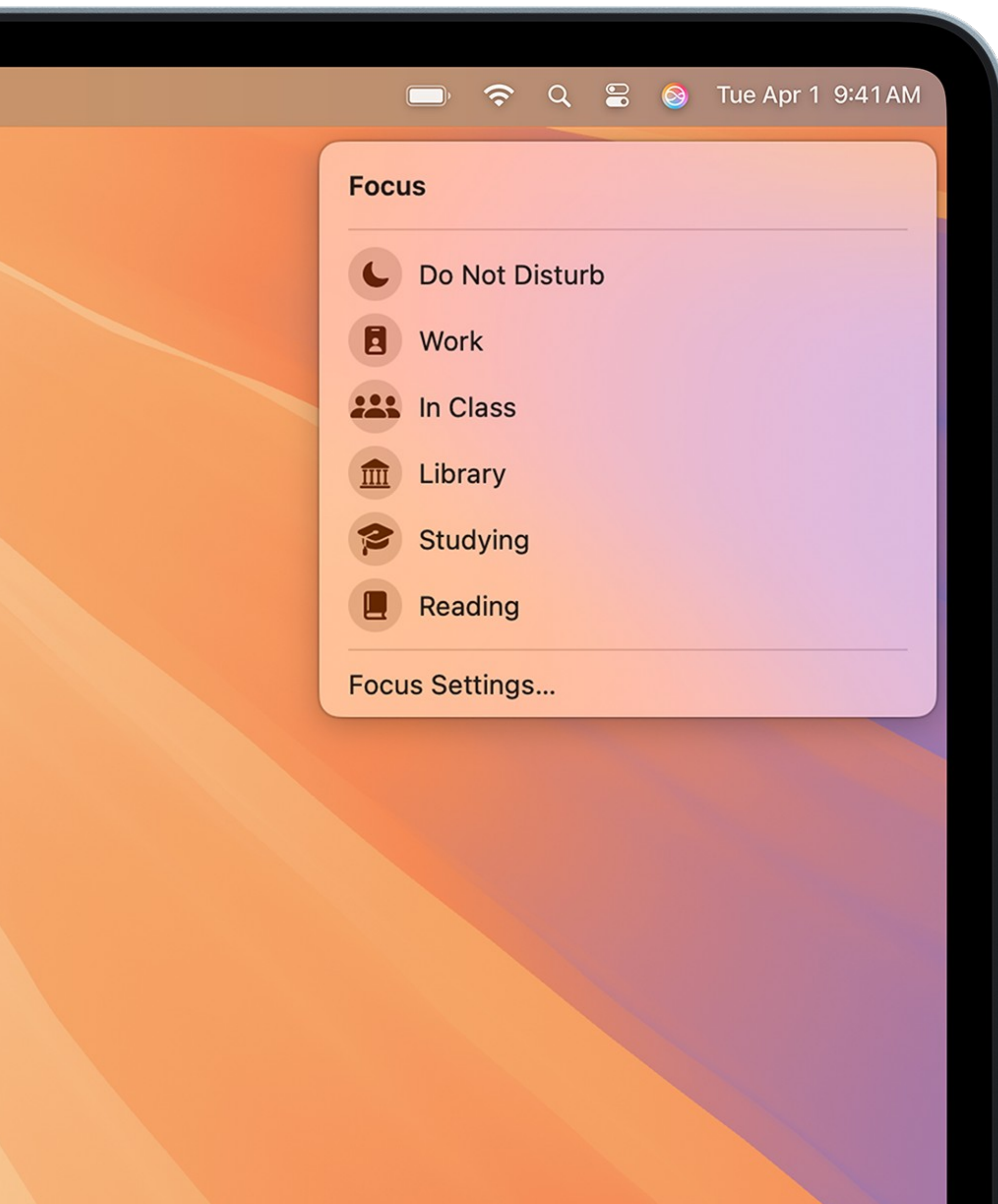
Here are some other locations I could expand my educational horizons while also enjoying sunshine and fresh air.



Which is important, as
Vitamin D deficiency can
cause bone pain, muscle
weakness, and fatigue.

How can I graduate top of my class if my bones hurt?



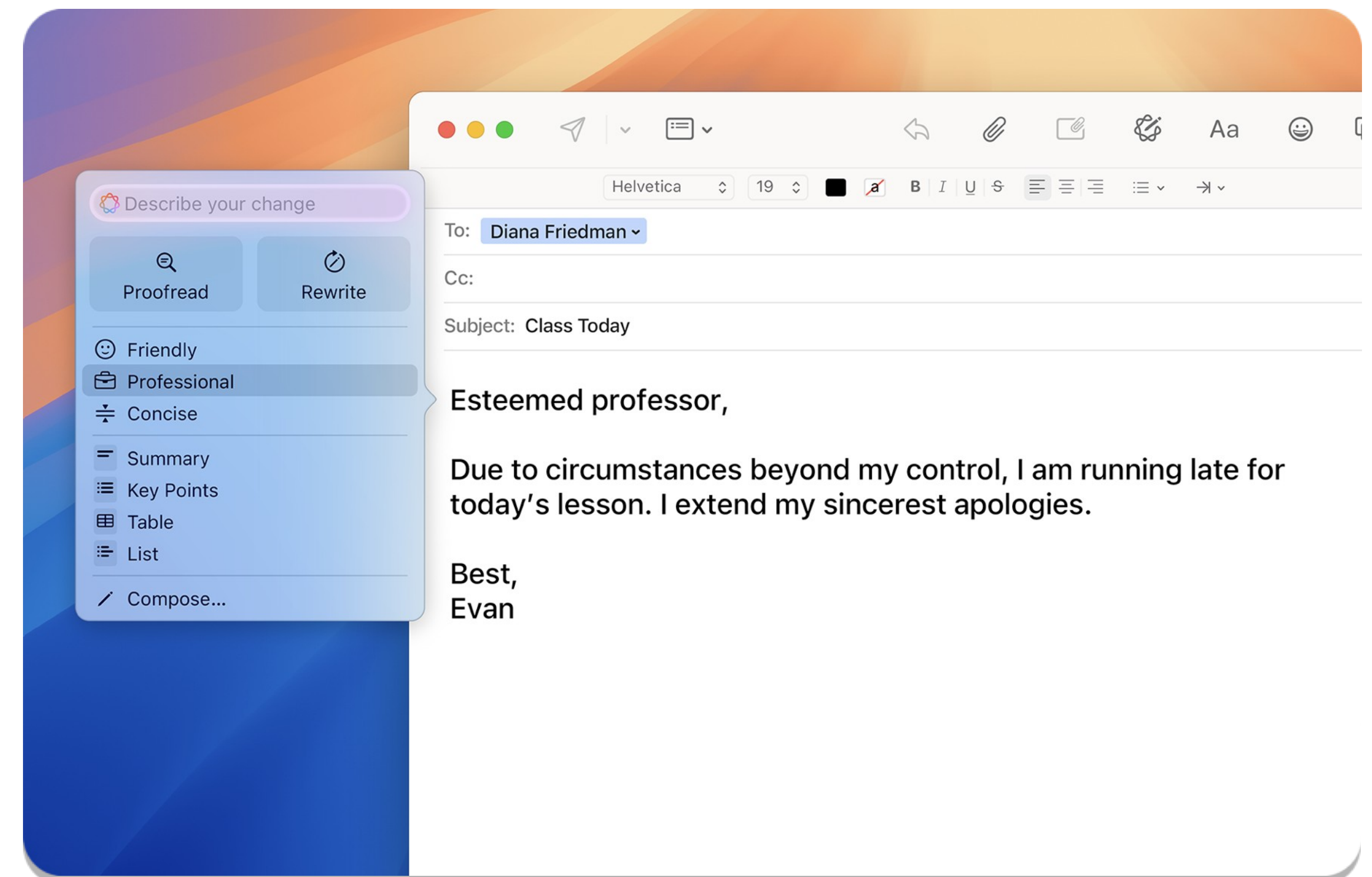


Having a Mac
could help make
me the greatest
student of all
time. **No cap.**¹

¹*No cap is an academic term widely heard across campuses of the nation's top universities. It is typically employed to underscore the veracity or absolute truth of a statement.*

Mac has Apple Intelligence built in that can help me **improve my writing, proofread my work, and even adjust my tone.**

Considering “**79%** of hiring professionals identified spelling and grammatical errors as a resume deal-breaker,” that also sounds like something I **100%** need.



Presentation Tip

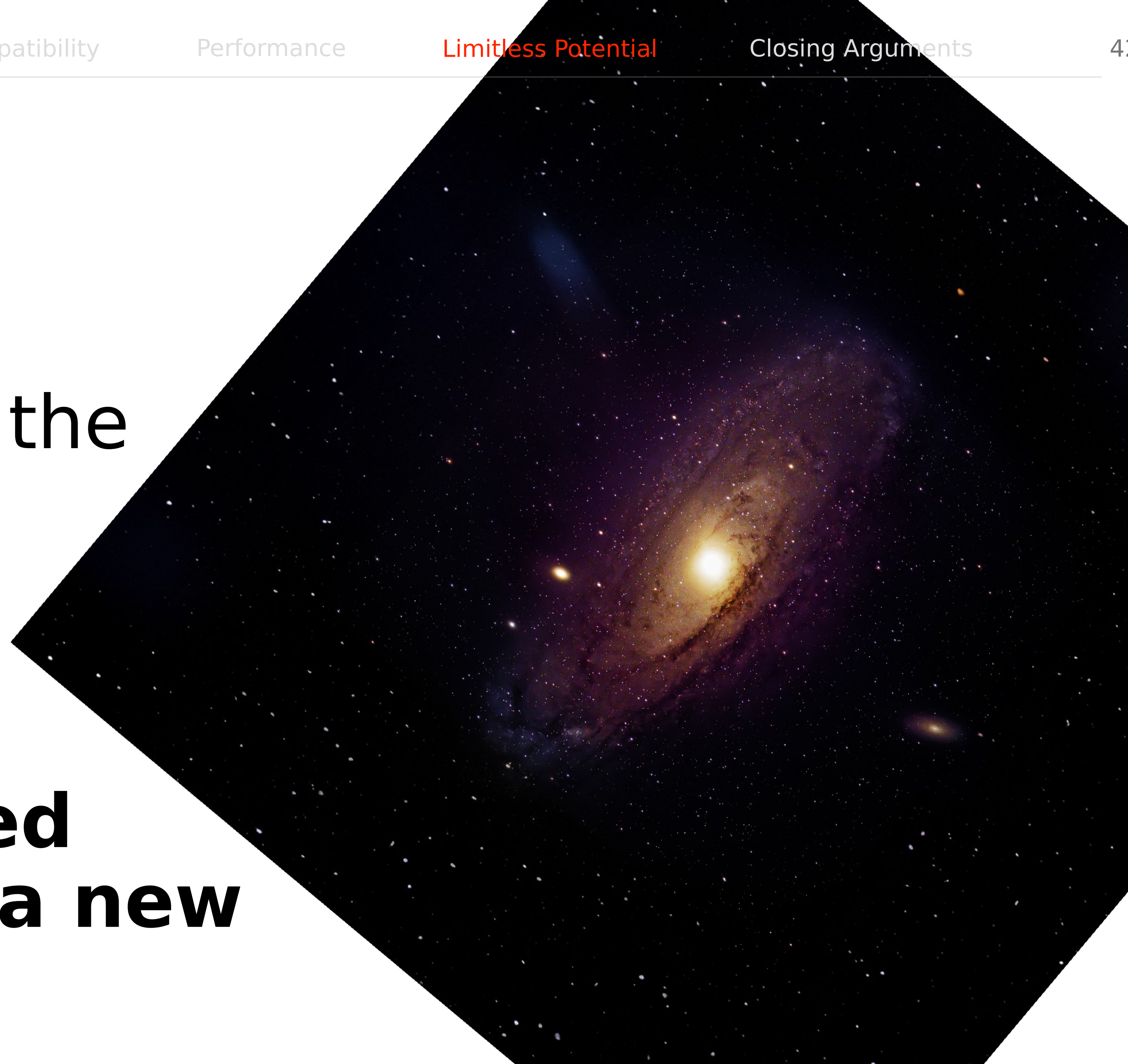
To calculate the amount for your college/university, take your annual tuition, multiply it by 4, then divide it by 32 (average number of classes taken).

If Mac helps prevent me from failing one class at **[college/university]** it would **save** you roughly **[\$X,XXX]**.



Oh wait.
The sky isn't even the
limit....

The University of
Georgia's
research team **used
Mac to discover a new
planet.**



Presentation Tip

Everyone here won a prestigious accolade that our legal team won't let us reference : (You can search their names to include it yourself.

These are just a few of the many prominent Scientists and intellectuals who have achieved global recognition working on Mac.



Guido W. Imbens
Economic Sciences



Katalin Karikó
Physiology/
Medicine



David W.C. MacMillan
Chemistry



Me?

Presentation Tip

Replace with photo of yourself.

The majority of college students use Mac.

Between AirDrop, collaboration, Keynote, and FaceTime, it will be much easier to collaborate with my future peers...



...And co-workers.

Considering 84% of the world's most innovative companies run on Mac,
it's highly likely that I'll be working on one after college.

And hey, the tech wizards
seem to love it as well.





Presentation Tip

Search "Celebrities using MacBook" and you'll find many parent-friendly celebrities who use Mac. Add an image of your parents' favorite celeb using Mac here, and where applicable, a quote about how much they love it.

[Insert quote]

[Insert Name]

Title

[Insert image of celebrity with Mac]

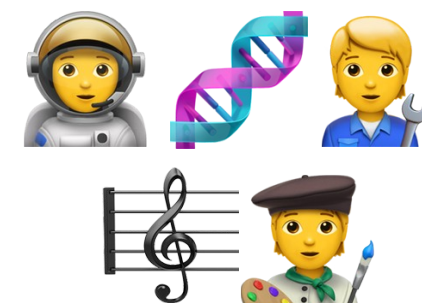
So...

What have we learned today?

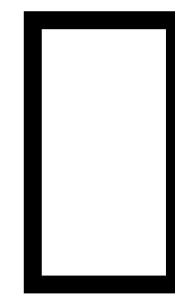
The value of a Mac is **greater than other laptops.**



It's **versatile**, and ready for any and every **academic pursuit** I choose.



Its **reliability** takes away the stress of potential crashes.



It's loaded with features that can help me be a **better student** and get a leg up on my peers.



Designed to last **through college and beyond.**

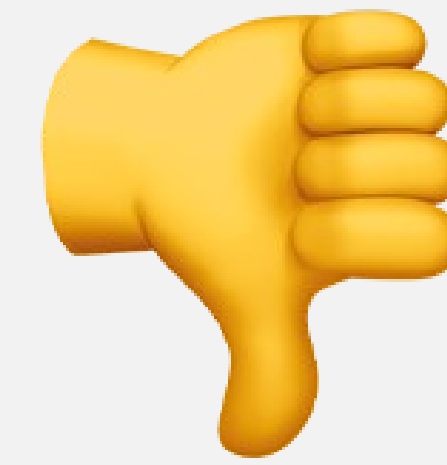


If I get one, I will almost certainly be showered with **job offers** from highly prestigious corporations and leaders of industry.





Buy a
MacBook Air
from **\$899**



Buy a
PC and...

**Antivirus Software
Manual Backup Software
Protective Case
External Power Bank
Vitamin D Pills in lieu of sunshine
Another laptop because I couldn't easily locate the one I
lost**

But wait!
There's more!

If we trade in an old iPhone, we can get an even **better price.**

Get **\$40-\$630**
when you trade in
an iPhone.

| Your device | Estimated trade-in value¹ |
|-------------------|---------------------------|
| iPhone 15 Pro Max | Up to \$630 |
| iPhone 15 Pro | Up to \$500 |
| iPhone 15 Plus | Up to \$440 |
| iPhone 15 | Up to \$400 |
| iPhone 14 Pro Max | Up to \$450 |
| iPhone 14 Pro | Up to \$380 |
| iPhone 14 Plus | Up to \$300 |
| iPhone 14 | Up to \$290 |

Trade-in value based on model/condition. Terms apply.

In summation, sending me to college without a Mac is like trying to run a marathon in scuba gear.

Presentation Tip

See Appendix to replace the metaphor in red with one that most closely aligns with your parents' hobbies or interests. Or, create your own.



And don't worry, I've also linked the **nearest location** to buy one for your purchasing convenience.



[Click](#) to find your nearest Apple Store

And here's where
we can get ice
cream afterward to
celebrate and
create a few more
**cherished
memories** before
I set off for college.

My treat 😊

Presentation Tip

Remove "my treat" if you don't want to treat your parents to ice cream. However, you totally should.

[Click](#) to find the nearest Ice Cream
store

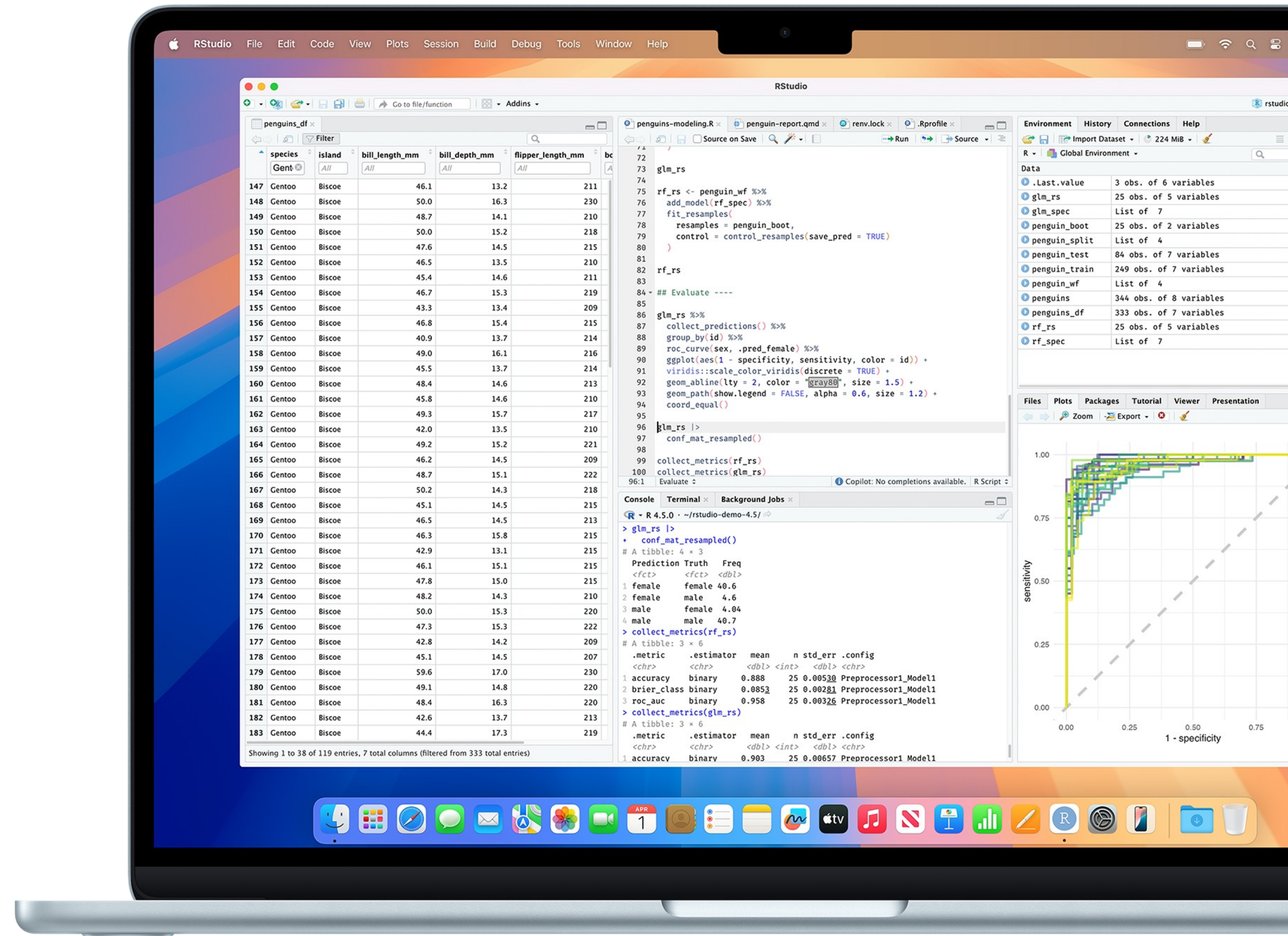
[123 Ice Cream Way (2.3mi)]



Appendix

Drag and drop your intended
major to replace **slide 30**.

As you know, I plan to study **Biology**. And Mac is perfect for it. ImageJ/Fiji, RStudio, and ChimeraX are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

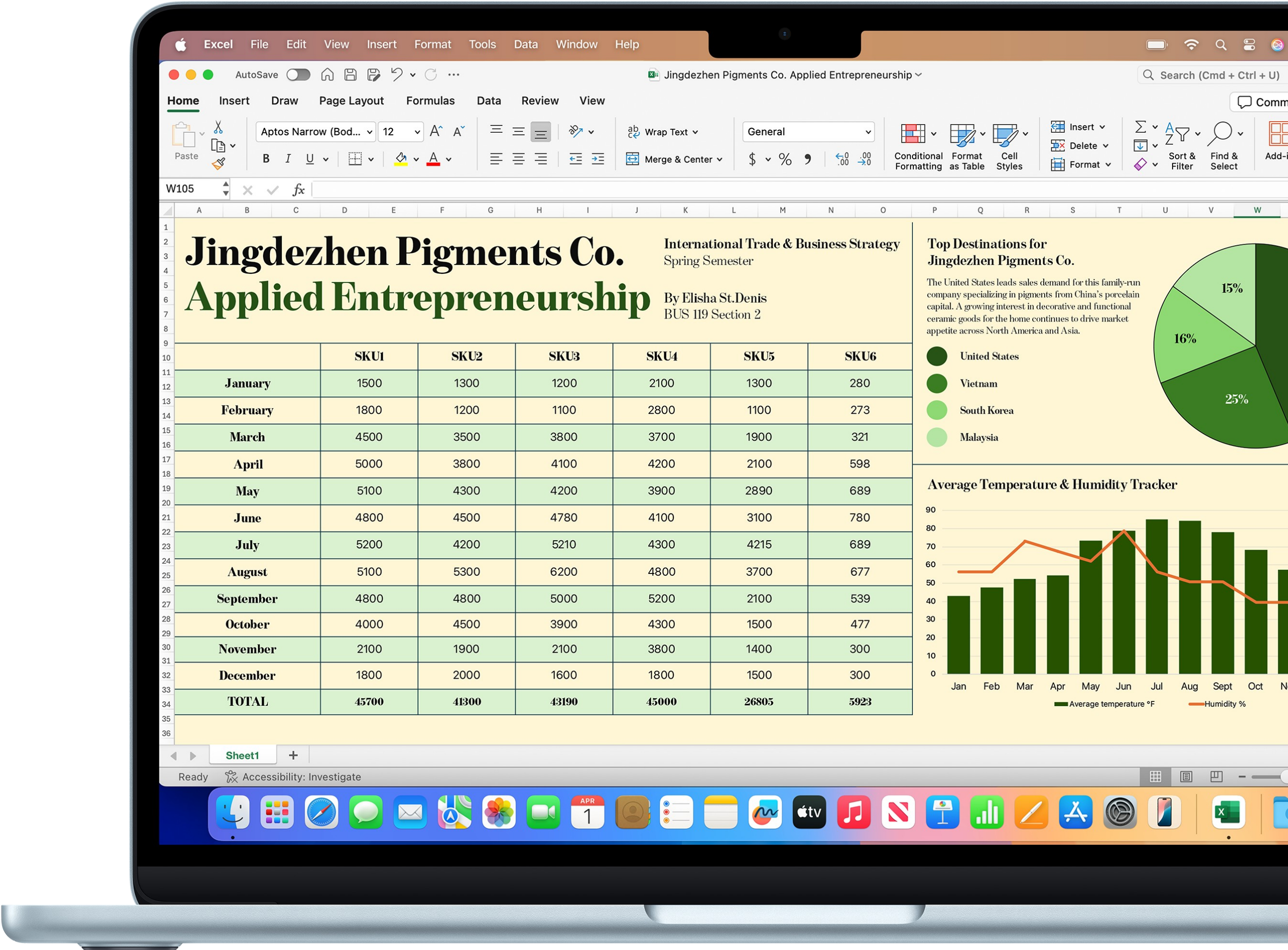


As you know, I plan to study
Communications.

~~Adobe Creative Suite~~ And ~~Mac is perfect for~~
Premiere Pro, and **Hootsuite**
are just a few programs I'll spend
countless hours on, and I'd like to
communicate that they all run
seamlessly on a Mac.

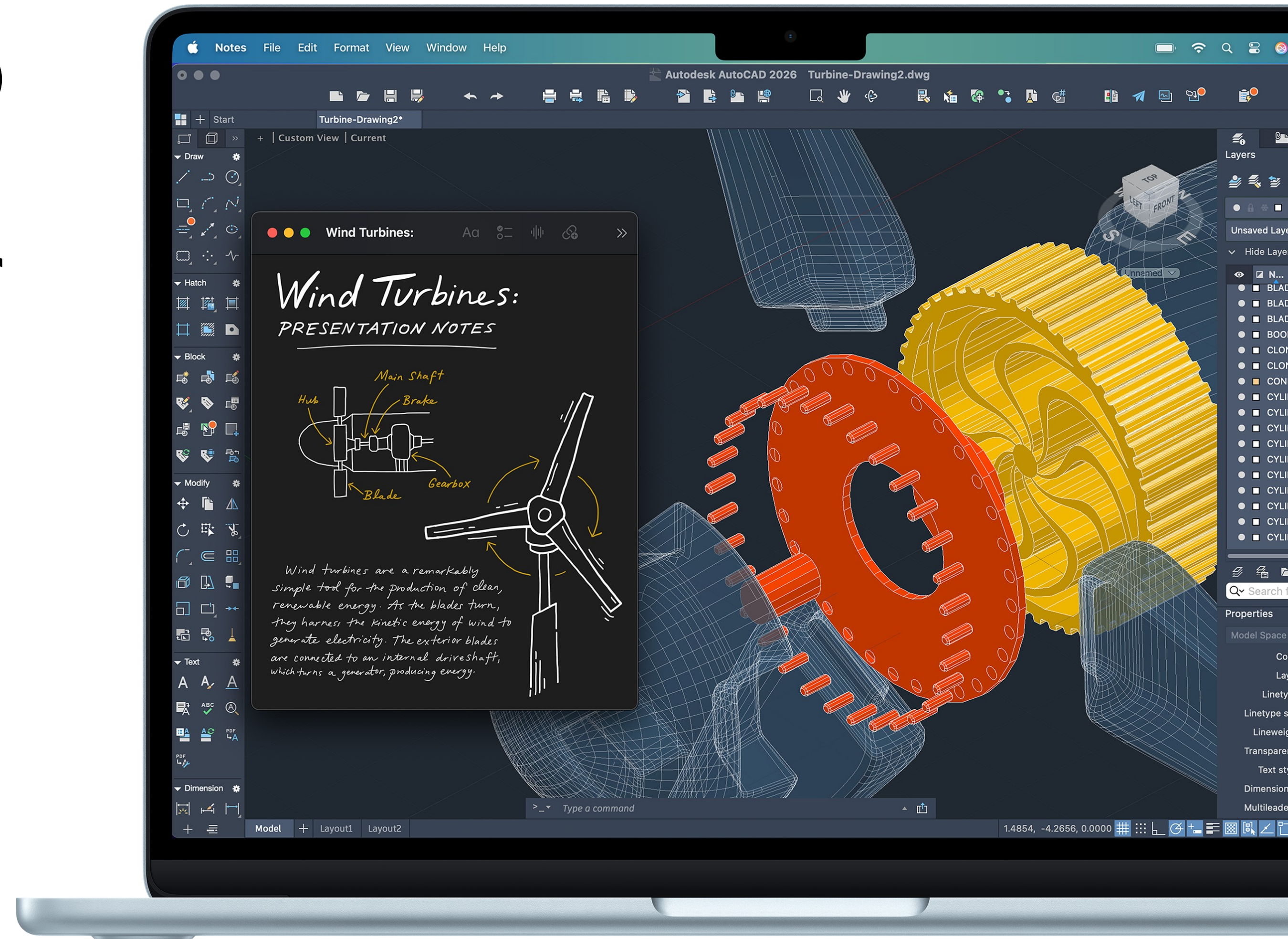


As you know, I plan to study **Economics**. And Mac is perfect for **Excel**, **RStudio** and **MATLAB** are just a few programs I'll spend countless hours on, and they all run **seamlessly** on a Mac.



As you know, I plan to study **Engineering**. And Mac is perfect for it. **MATLAB**, **AutoCAD** and **Mathematica** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

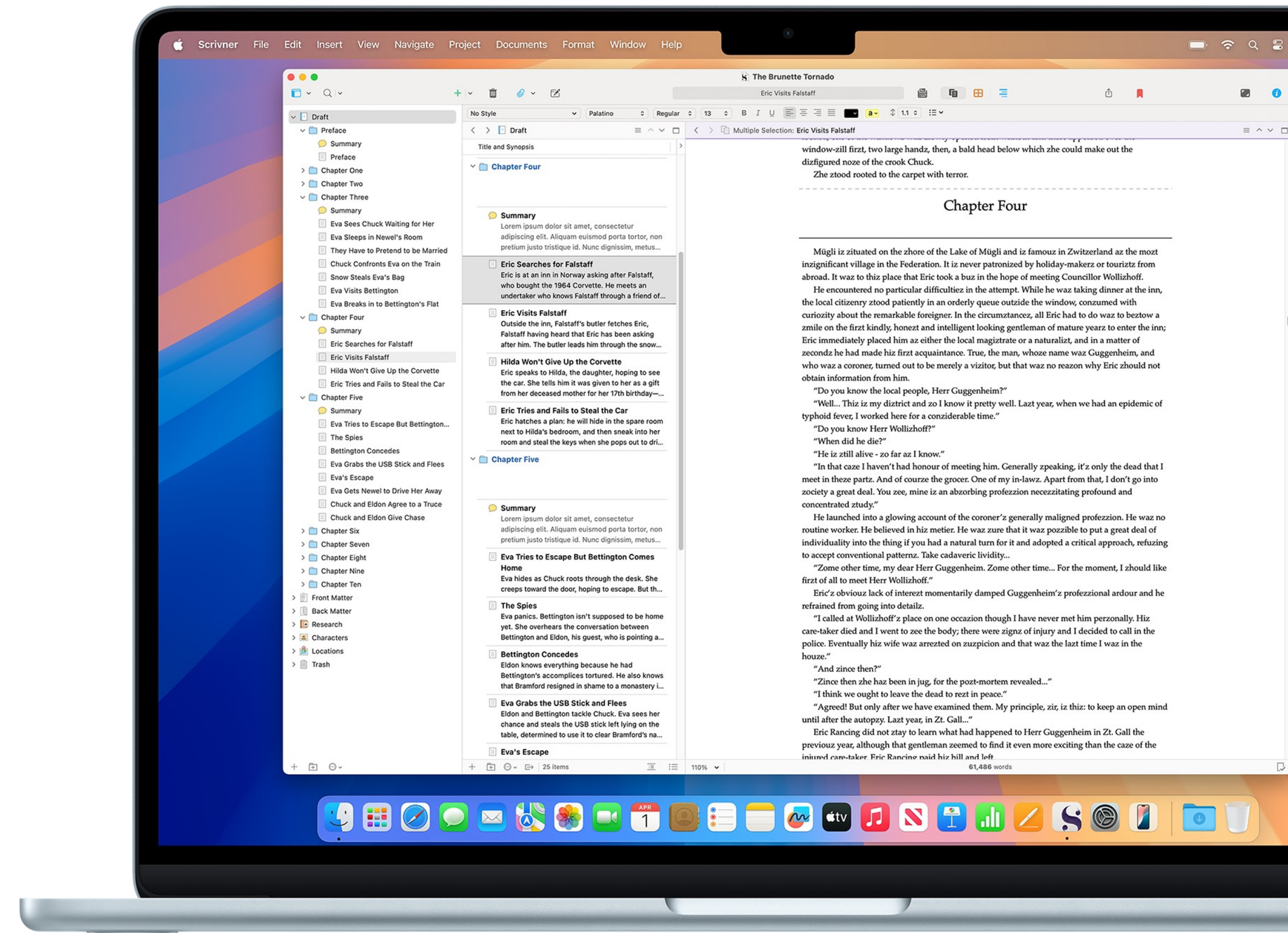
Not to mention valuable tools like **Xcode** and **OmniGraffle** that don't work on a PC.



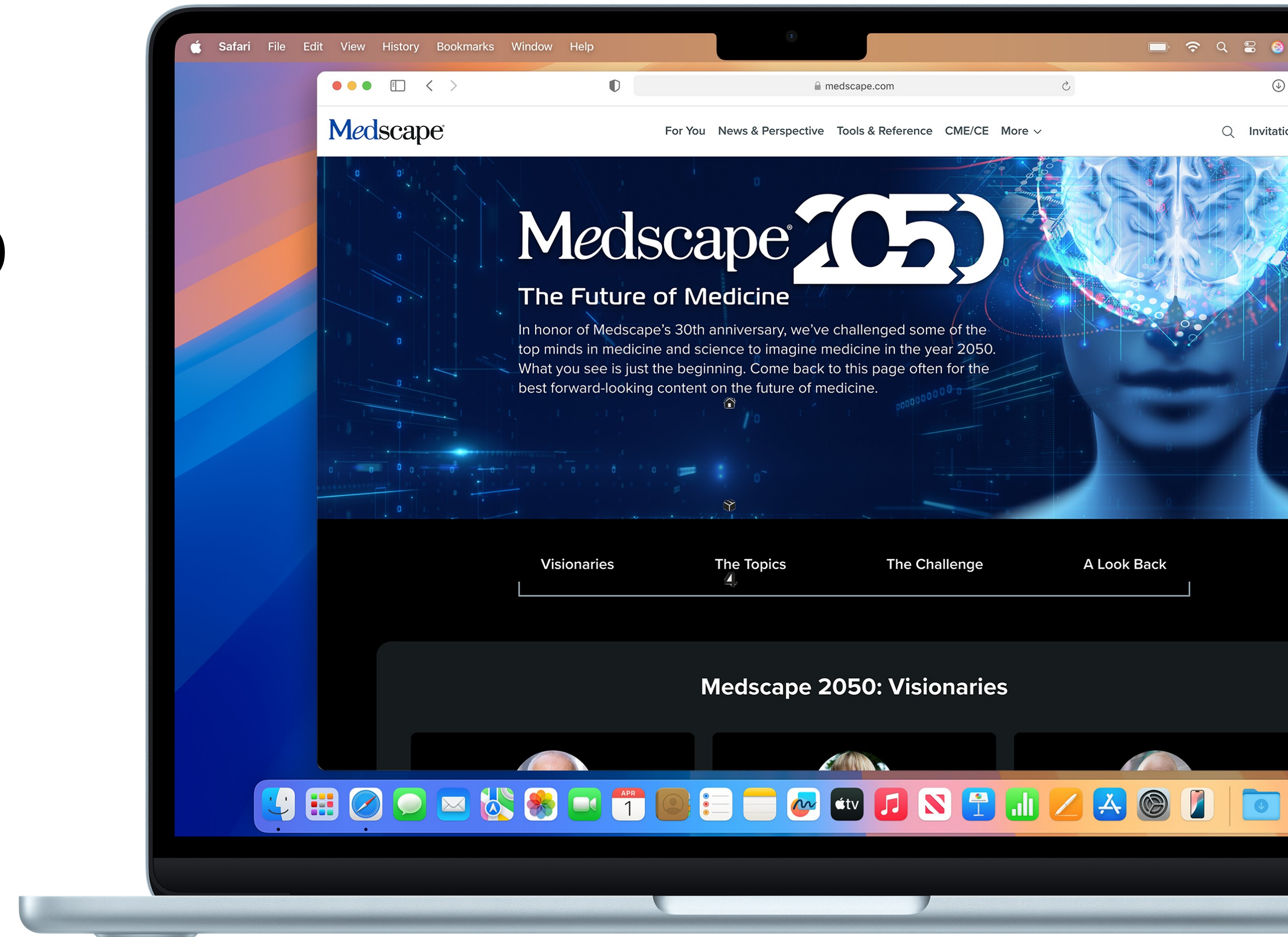
As you know, I plan to study **English**.

And Mac is perfect for it. Scrivener, Grammarly, and Zotero are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

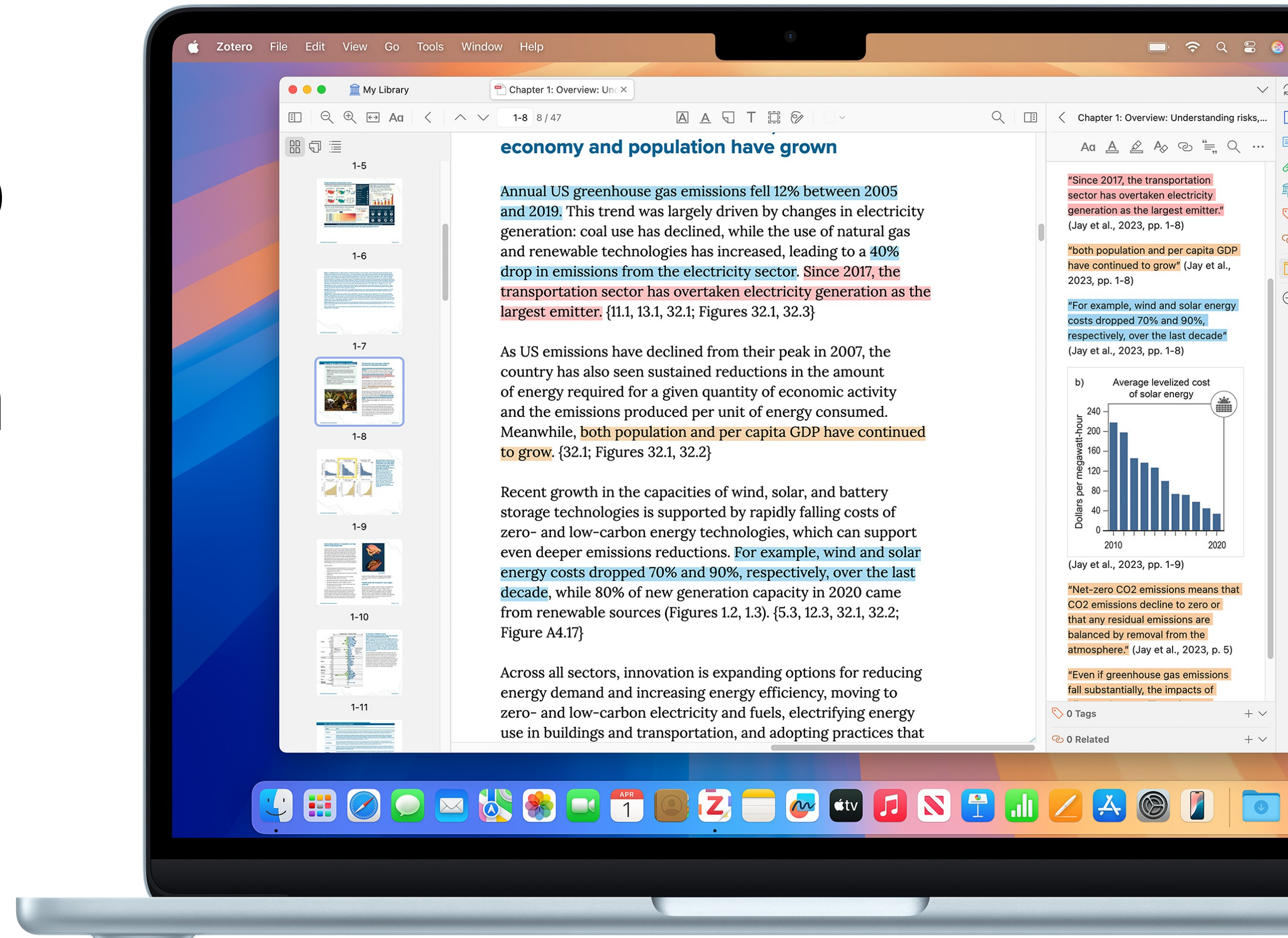
I could go on, but as Shakespeare said, "brevity is the soul of wit."



As you know, I plan to study **Nursing**. And Mac is perfect for it. **Medscape** and **Nursing Central** are just a few programs I'll spend countless hours on, and they both run seamlessly on Mac.



As you know, I plan to study **Political Science**. And Mac's a winning candidate for it. **EndNote** and **Zotero** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.



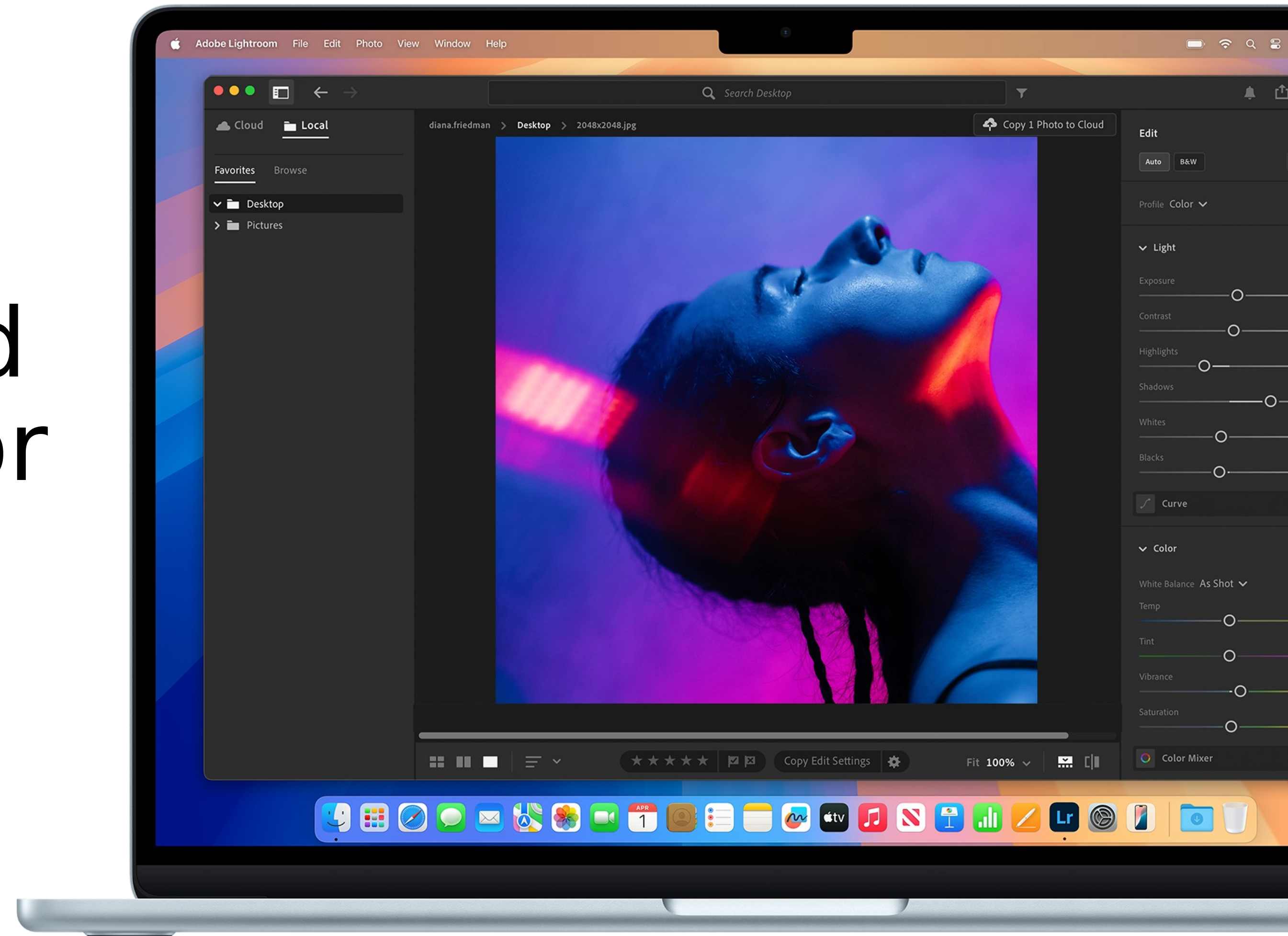
As you know, I plan to study **Psychology**.

And Mac is perfect for it. In my own version of Maslow's Hierarchy of (College) Needs, MacBook sits at the top of it, just below the full-hearted support from my beloved parents.

SPSS, Tableau, and MindNode are just a few programs I'll spend countless hours on, and all of them run **seamlessly** on Mac.



As you know, I plan to study **Visual Art**. And Mac is a work of art for **Adobe Photoshop, InDesign,** and **Illustrator** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.

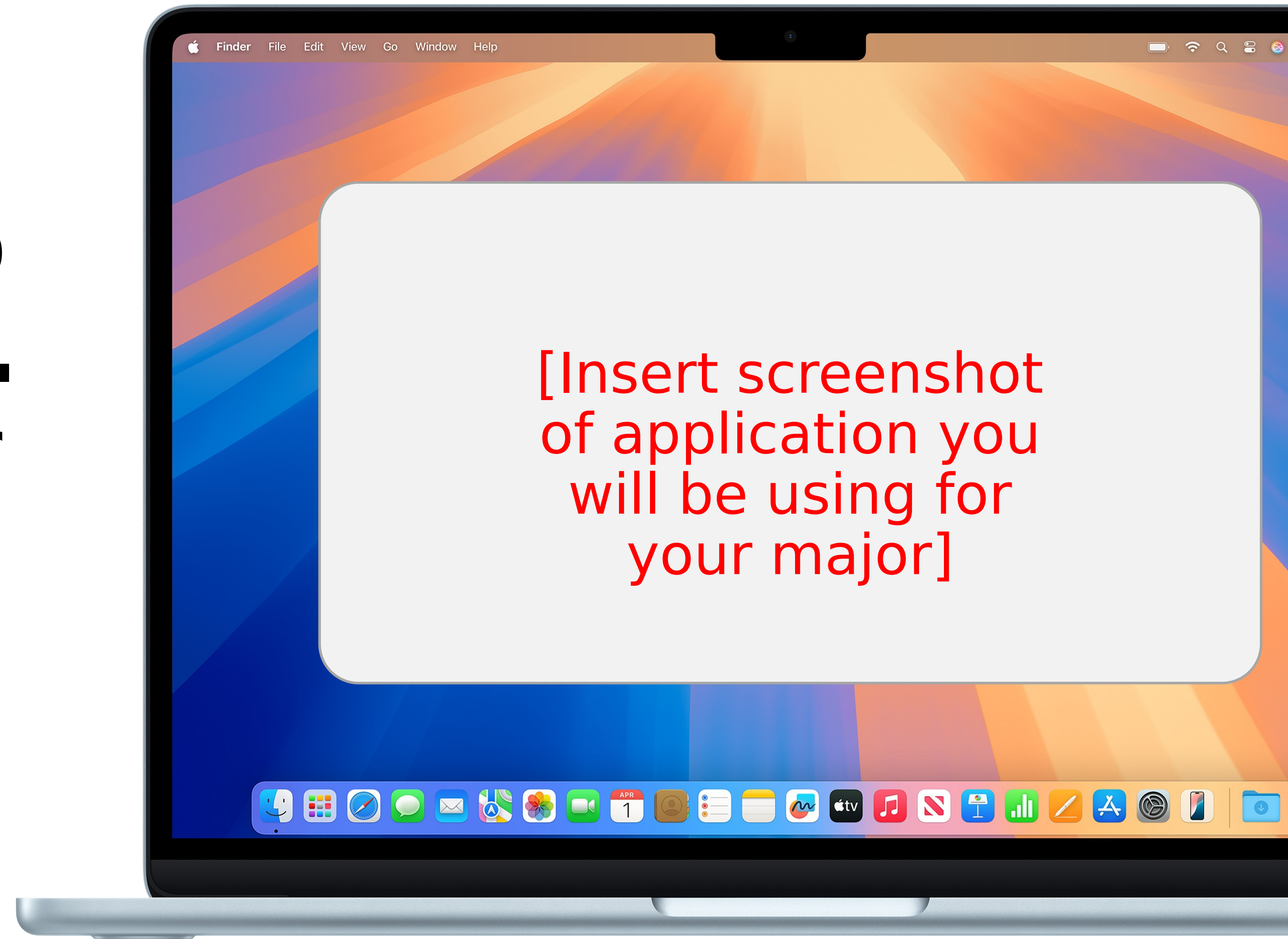


Presentation Tip

If our list of majors does not include yours, please create your own.

As you know, I plan to study **[Major Name]**. And Mac is perfect for it.

[Application], **[Application]**, and **[Application]** are just a few programs I'll spend countless hours on, and all of them run seamlessly on Mac.



Even though I'm "Undecided," Mac is the one thing I'm not undecided on.

**Mac Means
Business.
And Accounting.
And Philosophy.
And Pre-Med.
And Biomedical
Engineering.**

Drag and drop the metaphor with one
that most closely aligns with your
parents' hobbies or interests to
replace **slide 54**.
Or feel free to write your own.

In summation, sending me to college without a Mac is like sending a big league slugger into the batter's box with a broomstick.



In summation, sending me to college without a Mac is like trying to play a full 90 in steel-toe work boots.



In summation, sending me to college without a Mac is like trying to grow orchids in a zone 2 hardiness region.



In summation, sending me to college without a Mac is like throwing a thin walled vase while wearing a blindfold.



In summation, sending me to college without a Mac is like going to a reformer Pilates class without grip socks.



In summation, sending me to college without a Mac is like trying to bake a tiramisu without a timer.



In summation, sending me to college without a Mac is like trying to thread a bobbin wearing a blindfold.



In summation, sending me to college without a Mac is like kayaking upstream with a pool noodle for a paddle.



In summation, sending me to college without a Mac is like going to book club without hors d'oeuvres.



In summation, sending me to college without a Mac is like sending me to the dragstrip with a four-cylinder engine.

